

GDPR



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In today's dynamic digital world, from social media companies to government organizations – almost all services include the collection and analysis of our personal data like name, address, and other contact details. However, most of the data collected by organizations worldwide are being utilized in regards to the general public but in some corners, data violation are regularly occurring which is creating a huge disruption. As the amount of data violation is growing substantially across the world, the European (EU) Commission recently took a stand to cover this situation and launched GDPR to reduce the rate of data violation.

What is GDPR?

To start with, GDPR or General Data Protection Regulation is a unique set of regulations that came into enforcement on May 25th 2018. The primary objective of this regulation is to provide more control to European citizens over their personal data. It also aims to simplify the regulatory environment for internal businesses so that the digital economy can completely benefit both the people and businesses in the European Union.

To whom GDPR applies?

GDPR refers to any organization operating within the EU and also to any non-EU organization offering products or services to EU clients or companies. This means that a GDPR compliance strategy is needed for almost every significant subsidiary in the globe. Under the terms and conditions of GDPR, all the organizations have to guarantee that personal data collected by them must be protected from misuse and exploitation. The categories of personal information regarded under this legislation include name, address and photographs. As GDPR has become a game-changer for everyone, it is no more surprising that all the businesses need to adhere to this new set of rules without any exceptions.

How DMG assist you?

Since more than one decade, we are contributing our services across the globe as a trust-worthy data-driven marketing solutions partner. At present, we are stepping ahead towards implementing the strategies to assist you on GDPR quest. In this competitive world, to enhance your company stature you need to adhere to all the existing laws and regulations. Likewise, DMG strictly adheres to the "Right to be informed" strategy.

- Following GDPR, before using any individual's data we notify each individual or the company about the utilization of their data. All our data are permission-based.
- Through emails or calls, our team will distribute the information anonymously.
- If you wish to remove your data from our website, you can send an email to info@datamarketersgroup.com

What is our code of conduct?

Data is one of the most valuable assets for every organization. Among various categories of data that are dealing with business operations, customer's data is highly precious. Therefore, to safeguard your data we ensure a rigorous code of conduct.

- At any cost, our team does not assemble any sensitive information.
- No need to worry about your data! – We always use technical measures to protect your data using cloud storage.
- Don't be tense about data violation! – We are dedicated to reporting you about any type of data breaches.
- Moreover, our team is committed to eliminating the identified data breaches immediately.
- At all touch bases, we indulge a transparent process in carrying out your data.

Security and Privacy – Our main criteria

Providing effective customer's database to our clients and enhancing their business growth is our key objective. At the same time, protecting that database from data breaches is our top-most priority.

- At DMG, we safeguard your data by employing security professionals with expertise in information and network security.
- All the database is maintained in an encrypted format.
- By adhering to the company's stringent security policies, our team effectively maintains the security infrastructure.
- We always perform consistent data monitoring to detect data breaches.
- Our company also executes data audits at regular intervals to check any further glitches.



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